

**From:** Javier Torres <jtorres@mediaeffective.com>  
**To:** Graham Keenan <graham@hybridadv.com>  
**Subject:** Re: [EXTERNAL] NRIA Spot  
**Date:** Wed, 18 Aug 2021 13:42:12 +0000

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Graham;  
On the edited table, can you just put the Gross/Total Amount (including my 15% commission) and not the actual amount of the commission?  
I usually don't break down the total amounts, so they only see one number.

Thanks,

*Javier Torres*  
*Director Media Effective*

On Wed, Aug 18, 2021 at 9:18 AM Graham Keenan <graham@hybridadv.com> wrote:  
Be right there,...just getting off cc...GK

On Wed, Aug 18, 2021 at 9:02 AM Javier Torres <jtorres@mediaeffective.com> wrote:  
Hi Graham;  
Can we talk now? If not, after 12 noon. I have an appointment...

Thanks,

*Javier Torres*  
*Director Media Effective*

On Tue, Aug 17, 2021 at 5:32 PM Graham Keenan <graham@hybridadv.com> wrote:  
I'll give you a shout Javier.

Begin forwarded message:

**From:** "Palmieri, Lisa" <LisaPalmieri@iheartmedia.com>  
**Date:** August 17, 2021 at 5:09:50 PM EDT  
**To:** Graham Keenan <graham@hybridadv.com>  
**Cc:** "Hansen, Emily" <EmilyHansen@iheartmedia.com>, "Gusick, Erica" <EricaGusick@iheartmedia.com>  
**Subject:** RE: [EXTERNAL] NRIA Spot

Hi Graham,

Please see the attached media plan, we would need order approval by EOD tomorrow to start next week. I tried to negotiate rates but due to demand we had no room on this to budge. I am showing you max inventory we have in Sean Hannity so let me know if you want me to adjust.



As a reminder these units are not being held out of avails.

**Lisa Palmieri**

Network Sales

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**From:** Graham Keenan <[graham@hybridadv.com](mailto:graham@hybridadv.com)>

**Sent:** Tuesday, August 17, 2021 4:29 PM

**To:** Palmieri, Lisa <[LisaPalmieri@iheartmedia.com](mailto:LisaPalmieri@iheartmedia.com)>

**Subject:** [EXTERNAL] NR1A Spot

Here are the spots they have been running locally Lisa.

G

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Graham J Keenan

SVP, Business Development

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